



## [ABSTRACT]

Disclosed is a defining of Digital Item as the unit of manipulation of data for electronic commercial transaction including creation, mining, transaction, transfer, management, storage, consumption, etc., of multimedia data.

According to the present invention, Digital Item is specified as the unit of manipulation of multimedia data. Digital Item includes atomic Digital Item which is not divided any longer and packaged Digital Item in a recurrent package form that atomic Digital Items are packaged or already packaged Digital Items are again packaged. Packaged Digital Item has a layered structure extensible over two levels. Digital Item of the present invention has a layered structure comprising (a) component, (b) item, and (c) container. Component includes resource such as audio, video, graphic, text, etc., anchor for designating the resource, descriptor for describing the resource, murCondition as information on commercial use conditions for the resource, opCondition as information on operational use conditions of the resource, eventReport for describing event to be reported in connection with the resource, userPreference for describing user preference information on the resource, and reservedMetadata as metadata additionally required for Digital Item definition model in the future. Item is provided in a package form of higher layer including component or item. Container is provided in a package form of higher layer including item or container.

## [REPRESENTATIVE DRAWING]

FIG. 1

## [INDEX WORD]

ELECTRONIC COMMERCE, MULTIMEDIA, DIGITAL ITEM